

## Claims

- [c1]        1. A rental car display matrix comprising:  
                a plurality of data elements arranged in a plurality of rows and columns,  
                wherein data elements located together in a particular one of said rows or said  
                columns are associated with a particular rental car company, and data elements  
                located together in a particular one of the other of said rows or said columns  
                are associated with a particular class of vehicle;  
                a rental car company identifier located at the head of each of said rows or  
                said columns identifying the rental car company with which the data elements  
                located in each said row or column are associated; and  
                a vehicle class identifier located at the head of each of the other of said  
                rows or columns identifying the class of vehicle with which the data elements  
                located in each said other of said rows or columns are associated.
- [c2]        2. The rental car display matrix of claim 1 wherein said data elements  
                comprise rate information relating to a price offered by the associated rental car  
                company for renting a vehicle belonging to the associated vehicle class.
- [c3]        3. The rental car display matrix of claim 2 wherein the price comprising the  
                rate information represents a lowest price from among a plurality of prices for a  
                specific type of car or class of vehicle.
- [c4]        4. The rental car display matrix of claim 2 wherein rental car company  
                identifiers and said vehicle class identifiers are positioned such that the data  
                element representing the lowest rate is located in the upper left position of the  
                matrix.
- [c5]        5. The rental car display matrix of claim 2 wherein the display is adapted  
                to be displayed by a network web browser on a computer monitor, and wherein  
                said data elements are displayed as hypertext links to additional network web  
                pages for providing additional information regarding the rate offered by the  
                associated rental car company and the vehicle offered within the associated  
                vehicle class.
- [c6]        6. The rental car display matrix of claim 1 wherein the rental car company

identifiers comprise graphical icons including a trademark of the rental car company associated with each rental car company identifier.

[c7] 7. The rental car display matrix of claim 1 wherein the rental car company identifiers include text naming the rental car company associated with each rental car company identifier.

[c8] 8. The rental car display matrix of claim 1 wherein the rental car company identifiers comprise a combination of text naming the rental car company and a graphical identifier.

[c9] 9. The rental car display matrix of claim 1 wherein data elements located in the same column are associated with a particular rental car company.

[c10] 10. The rental car display matrix of claim 1 wherein data elements located in the same row are associated with a particular rental car company.

[c11] 11. A display matrix for presenting rental car information, the matrix comprising:

a column associated with a particular rental car company;

a row associated with a particular class of vehicles;

a column heading identifying the particular rental car company with which the column is associated, and a row heading identifying the class of vehicles with which the row is associated; and

a data element displayed at the intersection of the row and the column, wherein the data element is associated with the rental car company identified in the column heading and relates to the class of vehicles identified in the row heading.

[c12] 12. The display matrix of claim 11 further comprising a plurality of said rows and columns and a plurality of data elements located at the intersections of said rows and columns, the number of rows being equal to a number of vehicle classes to be displayed and each row representing a single vehicle class, and the number of columns being equal to a number of rental car companies having vehicles available in the one or more vehicle classes being displayed, with each column being associated with a particular rental car company.

- [c13] 13. The rental car display matrix of claim 12 wherein each data element comprises rate information relating to renting a vehicle in the associated vehicle class from the associated rental car company.
- [c14] 14. The rental car display matrix of claim 13 wherein the display is adapted to be displayed by a network web browser on a computer monitor, and wherein said data elements are displayed as hypertext links to additional network web pages for providing additional information regarding the rate offered by the associated rental car company, and the vehicle offered within the associated vehicle class.
- [c15] 15. The rental car display matrix of claim 13 wherein the column headings comprise graphical icons representing the rental car companies with which the columns are associated.
- [c16] 16. The rental car display matrix of claim 13 wherein the column headings include text naming the rental car companies with which the columns are associated.
- [c17] 17. The rental car display matrix of claim 13 wherein the column headings comprise a combination of text and a graphical identifier.
- [c18] 18. A display matrix for presenting rental car information, the matrix comprising:  
a row associated with a particular rental car company;  
a column associated with a particular class of vehicles;  
a row heading identifying the particular rental car company with which the row is associated, and a column heading identifying the class of vehicles with which the column is associated; and  
a data element displayed at the intersection of the column and the row, wherein the data element is associated with the rental car company identified in the row heading and relates to the class of vehicles identified in the column heading.
- [c19] 19. The display matrix of claim 18 further comprising a plurality of said rows and columns and a plurality of data elements located at the intersections

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of said rows and columns, the number of columns being equal to a number of vehicle classes to be displayed, with each column representing a single vehicle class, and the number of rows being equal to a number of rental car companies having vehicles available in the one or more vehicle classes being displayed, with each row being associated with a particular rental car company.

- [c20]        20. The rental car display matrix of claim 19 wherein each data element comprises rate information relating to renting a vehicle in the associated vehicle class from the associated rental car company.
- [c21]        21. The rental car display matrix of claim 20 wherein the display is adapted to be displayed by a network web browser on a computer monitor, and wherein said data elements are displayed as hypertext links to additional network web pages for providing additional information regarding the rate offered by the associated rental car company and the vehicle offered within the associated vehicle class.
- [c22]        22. The rental car display matrix of claim 20 wherein the row headings comprise graphical icons representing the rental car companies with which the rows are associated.
- [c23]        23. The rental car display matrix of claim 20 wherein the row headings include text naming the rental car companies with which the columns are associated.
- [c24]        24. The rental car display matrix of claim 20 wherein the row headings comprise a combination of text and a graphical identifier.
- [c25]        25. An interactive display for displaying rental car data on a computer monitor using a network browser, the interactive display comprising:
  - a matrix of columns and rows, each of said columns or each of said rows representing rental car offerings provided by a particular rental car company, and each of the other of said columns or rows representing a class of vehicles for which rental car data are desired, the number of said columns or rows representing individual rental car companies corresponding to the number of rental car companies offering vehicles in at least one of the vehicle classes

represented by the other of said columns or rows;

a company identifier associated with each of said columns or each of said rows for identifying the particular rental car company with which the corresponding column or row is associated;

a vehicle class identifier associated with each of the other of said columns or rows for identifying the classes of vehicles with which the corresponding column or row is associated;

data elements arranged at the intersections of said columns and rows, each data element representing a rate offered by a particular rental car company for a particular class of vehicle, and wherein the data elements comprise hypertext links to additional network display pages providing additional details regarding the offerings represented by the data elements.

- [c26] 26. The rental car display matrix of claim 25 wherein the company identifiers comprise graphical icons.
- [c27] 27. The rental car display matrix of claim 25 wherein the company identifiers include text naming the rental car companies with which the corresponding column or row is associated.
- [c28] 28. The rental car display matrix of claim 25 wherein the company identifiers comprise a combination of text and a graphical identifier.
- [c29] 29. The rental car display matrix of claim 28 wherein data elements located in the same column are associated with a particular rental car company.
- [c30] 30. The rental car display matrix of claim 29 wherein company identifiers and said vehicle class identifiers are positioned such that the data element representing the lowest rate is located in the upper left position of the matrix.
- [c31] 31. A method of displaying rental car data comprising the steps of:
  - identifying a number of vehicle classes for which data are to be displayed;
  - identifying a number of rental car companies, each offering vehicles in at least one of said identified classes;
  - displaying company identifiers along a first axis, each company identifier identifying one of the identified rental car companies;

displaying vehicle class identifiers along a second axis, each vehicle class identifier identifying one of the identified vehicle classes; and

displaying data elements in a matrix of rows and columns the rows being associated with either the company identifiers or the vehicle class identifiers, and the columns being associated with the other said company identifiers or class identifiers such that each data element is associated with an identified rental car company and a vehicle class.

[c32] 32. The method of claim 31 wherein the step of displaying data elements comprises displaying a rate for renting a vehicle in the associated vehicle class from the associated rental car company.

[c33] 33. The method of claim 32 wherein the step of displaying data elements further comprises displaying the rate as a hypertext link to a detail web page to be displayed by a network web browser on a computer monitor.

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